

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the matter of)	
)	
Children's Television Obligations)	
Of Digital Television Broadcasters)	MM Docket No. 00-167
)	
)	

**ORDER GRANTING EXTENSION OF TIME
FOR FILING COMMENTS AND REPLY COMMENTS**

Adopted: February 16, 2005

Released: February 17, 2005

Comment Date: April 1, 2005

Reply Comment Date: May 2, 2005

By the Chief, Media Bureau:

1. On September 9, 2004, the Commission adopted a *Report and Order and Further Notice of Proposed Rule Making* in the above-captioned proceeding.¹ In the *Further Notice of Proposed Rule Making* ("FNPRM"), the Commission sought comment on issues related to the use of interactive technology in children's television programming.² The Commission also sought comment on its proposal to apply its revised definition of commercial matter, adopted in the *Order*, to Direct Broadcast Satellite service providers.³ The deadline for filing comments on the *FNPRM* is March 1, 2005, and the deadline for filing reply comments is April 1, 2005.

2. We have received a request, filed jointly by Children Now and other child advocacy organizations (collectively "The Children's Media Policy Coalition"), for a 30 day extension of both the comment and reply comment deadlines.⁴ These organizations state that they would find it difficult to draft complete responses to the issues raised in the *FNPRM* by the current deadline, in part because the period for filing oppositions and replies to the petitions for reconsideration filed in this proceeding overlaps with the period for filing comments on the *FNPRM*. The Coalition also states that an extension of the comment period would permit it to include in its comments new research findings expected to be released in early March 2005.

¹ See FCC 04-221, released November 23, 2004.

² *Id.* at ¶¶ 71-72.

³ *Id.* at ¶ 73.

⁴ See Request for Extension of Time to File Comments of Children Now, American Psychological Association, American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry, the Benton Foundation, United Church of Christ, Office of Communications, Inc., and the Institute for Public Representation., MM Docket No. 00-167, filed January 28, 2005.

3. We agree that an extension of the comment and reply comment deadlines is warranted to facilitate full participation by interested parties in this proceeding. Accordingly, IT IS ORDERED that the deadline for filing comments in response to the *FNPRM* IS EXTENDED to **April 1, 2005**, and the deadline for filing reply comments IS EXTENDED to **May 2, 2005**.

4. This action is taken pursuant to authority found in Sections 4(i) and 303(r) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i) and 303(r), and Sections 0.204(b), 0.283, and 1.45 of the Commission's rules, 47 C.F.R. §§ 0.204(b), 0.283, and 1.45.

FEDERAL COMMUNICATIONS COMMISSION

W. Kenneth Ferree
Chief, Media Bureau